



# Thriving Whānau in 2040

Te Puni Kōkiri's Long-term Insights Briefing 2023



## Summary

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The Public Service Act 2020 introduced a new requirement for departmental chief executives to publish a Long-term Insights Briefing at least once every three years.

As think-pieces on the future, rather than government policy, the Long-term Insights Briefing provides a window through which to view the possibilities, and challenges, of tomorrow. They are a platform to engender interest, awareness, and debate on the medium to long-term trends, risks, and opportunities that affect or may affect Aotearoa New Zealand and our society, and make a useful contribution to future decision-making.

Te Puni Kōkiri is the Government's principal policy advisor on Māori wellbeing and development. This Long-term Insights Briefing – Thriving Whānau 2040 – derives from the Ministry's Vision: "When whānau are thriving, so do their communities, hapū, iwi and all of Aotearoa", and highlights some areas of focus for the Ministry's public policy work programme going into the future.

## Mauria Te Pono

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This waiata, regarded as an anthem for the Ministry of Māori Development, was composed by Piri (Bill) Prentice in 2004. It was created as part of a "Strengthening Te Reo and Tikanga" capability project for Te Puni Kōkiri staff.

### Mauria Te Pono

Te Puni Kōkiri  
Mauria te pono  
Pumau te kaupapa  
Te whānau ora  
Hei manahia  
i te tangata  
Te iwi Māori e

Ko te aroha  
Manaaki tāngata  
Kia tū kotahi e  
Te Rangimārie  
Te Puni Kōkiri  
A...hi!

*As people moving forward  
Deliver the truth  
Holdfast to the philosophy of thriving whānau  
Embrace all Māori people*

*With love and care for all mankind  
Stand united in peace  
As people moving forward.*

# Rārangi Take

## Contents

## 2 **He Kupu Whakataki | Foreword**

## 3 **Executive Summary**

## 8 **Introduction**

What is a Long-term Insights Briefing?	8
Our topic for the Ministry's first Long-term Insights Briefing	9
Our Approach	9
Futures Triangle	11
Structure	13
Our Starting Point	14
Utility of existing datasets and data limitations	18
Looking ahead	19
Urbanisation	20
Global shocks	21
Climate change and resource constraints	21
Technology and the rise of Artificial Intelligence	21
How whānau see themselves thriving...	22
More specifically, and long before 2040...	25
What the data suggested	26
How whānau are more likely to be thriving in 2040	27

## 29 **Insight 1 Te Ao Māori is an Asset**

What makes up Te Ao Māori?	29
Understanding Te Ao Māori and Mātauranga Māori	29
Te Ao Māori is a central feature of the Māori economy	30
Te Ao Māori is a strategic advantage	31
Te Ao Māori is now part of the Aotearoa New Zealand way of doing things	32
What we need to do	34

## 35 **Insight 2 System-shift is a pre-requisite**

System reform is underway	35
Addressing root causes of issues	36
What we need to do	37

## 39 **Insight 3 Adaptability is a Strength**

Māori have been adaptable	39
Māori Economic Resilience	40
Innovative and Entrepreneurial Whānau	42
What we need to do	43

## 44 **Conclusions**

# He Kupu Whakataki

## Foreword

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Tirohia te taumata moana, ka whakatere atu ai tātou ki tua  
Look to the distant horizon, and set sail for what lies beyond.

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Te Puni Kōkiri has welcomed the requirements under the Public Service Act 2020 for agencies to produce a Long-term Insights Briefing as an opportunity to undertake some forward thinking.

By 2040 it is estimated that the Māori population in Aotearoa New Zealand will be almost 1.2 million, comprising 20 percent of the total population. The wellbeing of the Māori population in 2040 is therefore of increasing interest to government. With this in mind, Te Puni Kōkiri has completed data modelling to look into the future and describe what thriving whānau might look like in 2040.

We developed three scenarios based on these data estimations and sought feedback about what they might mean for Te Puni Kōkiri public policy advice to government. The scenarios we developed were subject to wide consultation and discussion. The feedback we received has shaped this briefing.

As principal policy advisors to the government on Māori wellbeing and development, we are keen to demonstrate to policy makers how a whānau centred approach to improving wellbeing can produce public policy options that support better outcomes for Māori, and for all people, in Aotearoa New Zealand.

We are focused as an agency on thriving whānau. We consider that when whānau are thriving, so do their communities, hapū, iwi and all of Aotearoa New Zealand. Whānau have indicated to us that they prefer to receive services that respond to them. The public service's policy settings, funding arrangements and delivery mechanisms are generally not organised around whānau. They are instead configured to meet the needs of individuals, families, households and businesses. We know that currently public service organisations therefore cannot, and do not, deliver for all Māori.

The insights presented here are an opportunity to enhance public conversations about long-term issues and to meaningfully contribute to the work of Te Puni Kōkiri in developing Māori public policy going into the future.



**Dave Samuels**

Te Tumu Whakarae mō Te Puni Kōkiri  
*Secretary for Māori Development*

July 2023

# Executive Summary

Whānau are the cornerstone of Māori society, however families, households and individuals tend to be the primary focus for public policy. This doesn't always resonate with whānau. Whānau are not synonymous with these terms, rather whānau generally refers to Māori who share whakapapa (common descent and kinship), as well as collective interests that generate reciprocal ties and aspirations (kaupapa).<sup>1</sup> For this reason, Te Puni Kōkiri looks at ways to support whānau-centred approaches drawing on our leadership role in Māori public policy.

This Long-term Insights Briefing sets out some areas of focus for a Te Puni Kōkiri public policy work programme going into the future. These areas of focus are captured within the insights identified following engagement with whānau and with Māori. The most important area for our public policy focus will be to grow the understanding of whānau-centred approaches and to expand the areas of public policy where they may apply.

Whānau-centred approaches recognise the importance of maintaining the wellbeing of the collective whilst meeting the needs of its individuals. Whānau-centred approaches put whānau at the centre of decision making about their wellbeing. Evidence shows a whānau-centred and locally-led focus leads to better outcomes for whānau, Māori and Aotearoa New Zealand, culturally, socially and economically<sup>2</sup>.

## Whānau in the Future

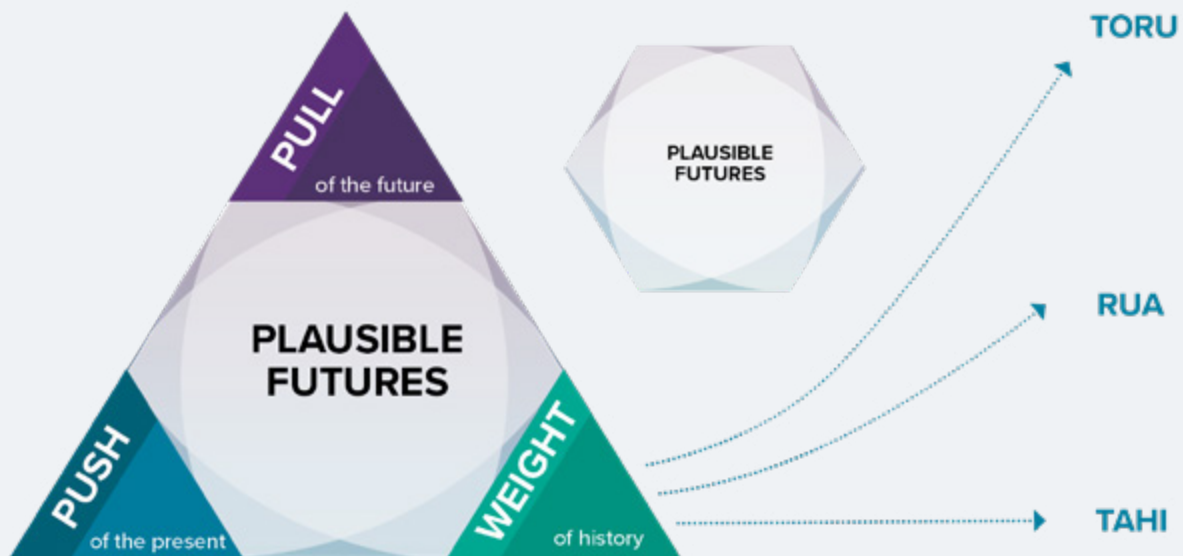
By 2040 it is projected that the Māori population in Aotearoa New Zealand will be almost 1.2 million, comprising 20 percent of the total population. A natural extension of our policy work therefore was to look forwards to what *Thriving Whānau* might look like in 2040, as a significant point in time for New Zealanders in the future.

To establish our understanding of what the wellbeing of whānau might look like in 2040, we drew on a series of commonly used statistical indicators, assessed the state of wellbeing for Māori against each of these in 2018 and then using statistical techniques forecast the data for each of these indicators to 2040 to develop a picture of whānau wellbeing at that time.

While there are limitations with drawing on data about Māori individuals, families or households as a proxy for whānau experience, it was robust enough for the estimations we made to create three scenarios within the methodology we used for futures thinking.

1 Whānau Ora: Report of the Taskforce on Whānau-Centred Initiatives to: Hon Tariana Turia Minister for the Community and Voluntary Sector, April 2010.

2 [www.msd.govt.nz/about-msd-and-our-work/publications-resources/planning-strategy/whanau-ora/index.html](http://www.msd.govt.nz/about-msd-and-our-work/publications-resources/planning-strategy/whanau-ora/index.html); [www.tpk.govt.nz/en/nga-putea-me-nga-ratonga/whanau-ora/whanau-ora-review](http://www.tpk.govt.nz/en/nga-putea-me-nga-ratonga/whanau-ora/whanau-ora-review); <https://oag.parliament.nz/2023/whanau-ora>



We also reviewed global trends that are impacting on New Zealanders now, and the likely impacts on the Māori population heading towards 2040. Collectively this methodology drew on the use of the *Futures Triangle*. The Futures Triangle is a way of mapping the weight of the past, the push of the present and the pull of the future.<sup>3</sup>

The data painted three different future scenarios for whānau that through engagement we received feedback that whānau wanted to change. The evidence based on data from 2018 indicated that:

- > by 2030 the Māori ethnic population will reach 1 million people (Māori descent population will be sooner), which alongside the large number of Māori living overseas (especially in Australia where at least 170,000 people identify as Māori) raises issues about Māori identity and citizenship, and how corresponding rights and interests are recognised in the future
- > by 2040 the Māori population will remain young compared to other ethnicities, but it will be slowly maturing (median age of 31 years by 2040 compared to 25.6 years in 2018)
- > a young and ageing Māori population means a large proportion of Māori will enter the labour force (in higher skilled jobs) and play a pivotal role in the future of the Māori and wider Aotearoa New Zealand economy
- > the ageing of the Māori population may also impact on current inequities and vulnerabilities, differences in population characteristics with other New Zealanders, and there may be generational differences that will be more pronounced (eg Baby Boomers, Gen X, Millennials, Gen Z, Gen Alpha)
- > an ageing population means the Māori population, aged 65 years and older, will grow both in absolute terms and as a share of the Māori population. Furthermore, by 2040 the Māori population will be living longer, 78.2 years for Māori males and 81.6 years for Māori females (up 4.6 years for Māori males and 4.3 years for Māori females from 2019). The likely impacts of these demographic shifts on older Māori range from future superannuation policy, the adequacy of elderly care and related services, future employment options including by choice or necessity, shared living arrangements including multi-generational households, and increased expectations on families and whānau in terms of care roles

<sup>3</sup> *Six Pillars: Futures Thinking for Transforming*, Sohail Inayatullah, Tamkang University 2008.



- > the Māori population is becoming more ethnically diverse, with more Māori identifying with multiple ethnicities, most noticeably amongst younger Māori (under 30 years) compared to older Māori (over 30 years), with different identities impacting on life choices in the future. The main groups are Māori only (37 percent under 30 years compared to 57 percent for those over 30 years), Māori/European (47 percent and 39 percent respectively), Māori/Pacific (6 percent and 2 percent respectively), and Māori/European/Pacific (7 percent and 1 percent respectively)
- > whenua, water, and taonga species are being affected by climate change, which threatens future opportunities as well as traditional practices connected to Māori identity and wellbeing
- > cost of living increases and its impact on real wages disproportionately affect whānau and there remain challenges to achieving Māori household economic resilience over time
- > an increasingly urban Māori population will impact service provision (including health care and education), employment and asset growth (including housing) and is likely to lead to whānau becoming more disconnected from their tūrangawaewae and whenua
- > key drivers of future job creation and business growth are likely to include the adoption of technology (eg big data analytics and AI), investment in the green economy, climate change adaptation, increased digital access, increased use of automation, and demographic dividend opportunities resulting from a changing age structure of a population. It will be critical that Māori do not lag behind as adopters and innovators of these developments and seize the opportunities to make rapid economic shifts.

A large amount of feedback was gathered using a set of three different scenarios through wide engagement with Māori.

Drawing on this feedback, using our professional knowledge, we were able to distil the following three key insights about what might shape Māori public policy that supports a future pathway for whānau to achieve their goals over the next two to three decades.

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## 1. Te Ao Māori is an asset

Te Ao Māori is a valuable asset and Māori have always known this. New Zealanders have increasingly recognised the intangible value of Te Ao Māori for Aotearoa New Zealand – both the contribution of tangata whenua to the national identity here and how it is presented abroad. The contribution of te reo Māori, mātauranga Māori, and Te Taiao to the health and wellbeing of whānau is becoming more valuable in public policy making. Going into the future there may also need to be better recognition of the increasingly tangible contribution of Te Ao Māori to our national identity. The more tangible economic value associated with Te Ao Māori in the economy requires more complex systems to be in place to support both the protection and utilisation of key elements of Māori culture. Public policy work is needed to better derive the value of Te Ao Māori as a tangible asset if possibilities around commerce and culture are to be realised. This in turn may have public policy potential for Te Puni Kōkiri to also explore, capitalising on the economic benefits this may bring to whānau.

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## 2. System change is a pre-requisite

The public service understands it needs to change the way it works with Māori<sup>4</sup>. The public service may need to work increasingly with whānau if it is to successfully deliver improvements to the wellbeing of Māori as citizens. In many areas there is already system reform work underway across government. Because trust and confidence in public services by Māori is significantly lower than for other ethnicities there is a need to deliver differently to Māori. There has been an intensified effort by the public service over the last decade to increase its capability to work collaboratively and with Māori to improve wellbeing. There are nonetheless opportunities for Te Puni Kōkiri policy work to help others better understand whānau-centred approaches. More optimal use of evidence of whānau success in public policy is likely to support agencies to: break out of silos; identify where there are opportunities for system change; provide support for whānau-centred, locally-led and centrally enabled solutions; and to focus on Māori outcomes holistically in their commissioning mechanisms and service delivery designs.

4 <https://www.publicservice.govt.nz/role-and-purpose/maori-crown-relationships/>



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### 3. Adaptability is a strength

The relatively youthful age profile of the Māori population now and into the future, the possibilities of new technologies to support entrepreneurialism and enterprise, and the way Māori communities cope with adversity, point to higher levels of adaptability amongst whānau. Te Puni Kōkiri needs to do more to develop strong an effective pathway for Māori entrepreneurs into business. There is also a need for Te Puni Kōkiri to build into public policy a recognition for the need to build adaptive capacity within whānau. There are challenges to building sufficient resilience across all whānau to adapt to the impacts of change brought about by climate and global economic shocks over time. These challenges include barriers to finance such as access to capital and the lower levels of home ownership. There is useful support for Te Puni Kōkiri to enable local planning and infrastructure development to support whānau to be prepared for extreme events in the future.

The above three insights are the focus for this Long-term Insights Briefing. For each insight we have identified the medium- to long-term trends, risks and opportunities and made some suggestions about changes needed by Te Puni Kōkiri to its public policy contribution to support improvements to whānau wellbeing. Consistent with the requirements for Long-term Insights Briefings we have stopped short of making recommendations to government but instead focused on the potential inclusions for Te Puni Kōkiri in its policy work programme.

# Introduction

## Context for the Te Puni Kōkiri Long-Term Insights Briefing

- > Te Puni Kōkiri is the Government's principal policy advisor on Māori wellbeing and development.
- > Its Long-Term Insights Briefing – *Thriving Whānau 2040* – derives from the Ministry's Vision: "When whānau are thriving, so do their communities, hapū, iwi and all of Aotearoa".
- > As think-pieces on the future, the Long-term Insights Briefings provide an opportunity to engender interest, awareness, and debate on the medium- to long-term trends, risks, and opportunities that affect or may affect New Zealanders and the additional implications these trends, risks and opportunities may have for whānau and for Māori communities.
- > It is important that the insights we bring to this task are evidence-based and informed by the lived-experience of whānau and Māori communities.

## Our Approach

- > Looked to past, present and future trend data to create a plausible scenario of how whānau might be faring across a range of wellbeing domains by 2040.
- > Engaged with a wide range of Māori stakeholders on how they anticipated their whānau would be thriving in 2040.
- > Identified the insights and change drivers that will better position *Thriving Whānau in 2040*.

## What is a Long-term Insights Briefing?

The Public Service Act 2020 introduced a new requirement for departmental chief executives to publish a Long-term Insights Briefing at least once every three years. As think-pieces on the future, rather than government policy, the Long-term Insight Briefings provide a window through which to view the possibilities, and challenges, of tomorrow. They are a platform to engender interest, awareness, and debate on the medium- to long-term trends, risks, and opportunities that

affect or may affect Aotearoa New Zealand and New Zealand society and can make a useful contribution to future decision-making.

Te Puni Kōkiri is the Government's principal policy advisor on Māori wellbeing and development. The Long-term Insights Briefing therefore provides us with the opportunity to consider trends, risks and future possibilities for whānau and Māori communities.



## Our topic for the Ministry's first Long-term Insights Briefing

The focus of our first Long-term Insights Briefing is *Thriving Whānau – Now and in 2040*. This topic derives from the Ministry's **Purpose** "... *Drawing strength from our past to build an Aotearoa New Zealand where whānau can all stand, thrive, and belong*" and **Vision** "*When whānau are thriving, so do their communities, hapū, iwi and all of Aotearoa New Zealand*".<sup>5</sup>

Te Puni Kōkiri has an important contribution to make to public policy that sets out to improve the wellbeing of New Zealanders. Over several decades that contribution through Closing the Gaps, Realising Māori Potential and Whānau Ora Approaches has led to improvements in the circumstances of Māori as citizens. Increasingly Te Puni Kōkiri is looking to Māori public policy activities that make a contribution to improving whānau wellbeing, and this Long-term Insights Briefing outlines areas where whānau thought we could bring more focus for our work. We have a responsibility to ensure that the insights we bring to public policy are not only evidence-based but are also informed by the lived-experience of whānau and Māori communities. As such, our Briefing is underpinned by what we heard whānau and Māori themselves consider as important for thriving whānau now and in 2040.

We have produced a suite of materials and supporting documents to meet the requirements of the Public Service Act 2020. Included is an already published *Evidence Brief* – that provides an indication of Māori wellbeing today based on 10 identified wellbeing domains and indicators; an *interactive Timeline* of key events that have shaped Māori development, and whānau wellbeing since the year 1800.

## Our Approach

Whānau are the cornerstone of Māori society where whānau refers to Māori who share **whakapapa** (common descent and kinship), as well as collective interests that generate reciprocal ties and aspirations (**kaupapa**)<sup>6</sup>. However, as households and individuals tend to be the primary focus for public policy this approach doesn't always resonate with whānau. To improve the public policy approaches to improving Māori wellbeing we consider that there needs to be a focus on households, families, individuals and whānau. For this reason, Te Puni Kōkiri looks at ways to support whānau-centred approaches drawing on our leadership role in Māori public policy. Also, by supporting a focus on areas that whānau and communities think are important through whānau-centred, locally-led, centrally enabled investment.

Whānau-centred approaches recognise the importance of maintaining the wellbeing of the collective whilst meeting the needs of its individuals. Whānau-centred approaches put whānau at the centre of decision making about their wellbeing. Evidence shows a whānau-centred focus leads to better outcomes for whānau, Māori and Aotearoa New Zealand, culturally, socially and economically<sup>7</sup>.

Thriving whānau 'encompasses a holistic view of wellbeing where whānau are actively contributing towards achieving their social and economic aspirations'. The cultural capacity of whānau provides the platform of strength from which these contributions can be generated<sup>8</sup>. In considering the potential status of whānau and Māori thriving in 2040, we contemplated significant past events as well as contemporary developments, movements, and influences, both nationally and internationally.

5 Te Puni Kōkiri (2021) 2020-2024 He Takunetanga Rautaki – Strategic Intentions, pp.6-7 2020–2024 He Takunetanga Rautaki | Strategic Intentions (tpk.govt.nz)

6 Ibid.

7 *The Whānau Ora Review Report – Tipu Mātoro ki te Ao*, Whānau Ora Ministerial Review, New Zealand Government, February 2019; *More Effective Social Services*, Productivity Commission 2015, *How well public organisations are supporting Whānau Ora and whānau-centred approaches*, Office of the Auditor-General, 2023.

8 Durie, M. (2006) *Measuring Māori Well-being*, *New Zealand Treasury Guest Lecture Series*. [www.treasury.govt.nz/sites/default/files/2007-09/tgls-durie.pdf](http://www.treasury.govt.nz/sites/default/files/2007-09/tgls-durie.pdf)





The year 2040 will mark 200 years since the signing of Te Tiriti o Waitangi. This will be a significant milestone for Aotearoa New Zealand, a time to both celebrate and assess the partnership between Māori and the Crown, and consider the prosperity of, and relationships between, all New Zealanders.

Government and non-government organisations across a range of outcome domain areas have regularly identified 2040 as a milestone date to achieve their long-term, Te Ao Māori-focused, strategic goals and outcomes. These areas include te reo Māori revitalisation,<sup>9</sup> arts culture and heritage services,<sup>10</sup> iwi employment and education strategies,<sup>11</sup> constitutional change, and more.

9 Maihi Karauna – Crown Te Reo Strategy:

[www.tpk.govt.nz/documents/download/documents-5540/tpk-maihi-karauna-strategy-en-2019.pdf](http://www.tpk.govt.nz/documents/download/documents-5540/tpk-maihi-karauna-strategy-en-2019.pdf)

10 Ministry for Culture and Heritage (2021) 'Te Rautaki o Manatu Taonga 2021-2040: The new Manatū Taonga Strategic Framework' in Koromakinga Rautaki | Strategic Intentions 2021-2025.

[mch.govt.nz/sites/default/files/Strategic%20Intentions%20web%202021-25%20%28D-1124009%29.PDF](http://mch.govt.nz/sites/default/files/Strategic%20Intentions%20web%202021-25%20%28D-1124009%29.PDF)

11 Tau mai te Reo – The Māori Language in Education Strategy.

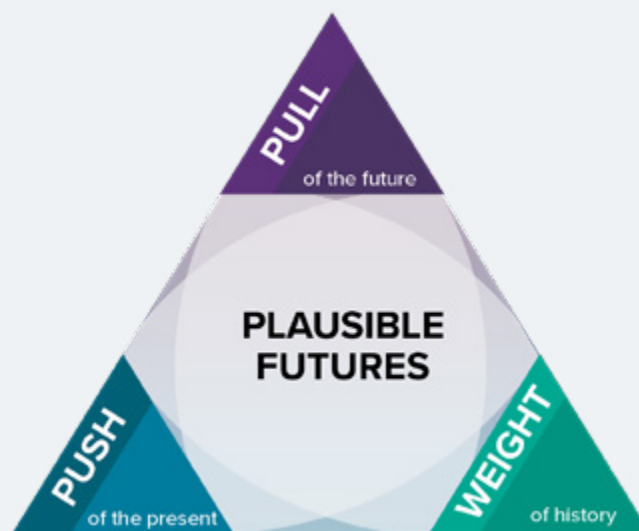
[www.education.govt.nz/our-work/overall-strategies-and-policies/tau-mai-te-reo/](http://www.education.govt.nz/our-work/overall-strategies-and-policies/tau-mai-te-reo/)

## Futures Triangle

The *Futures Triangle* is a futures thinking tool developed by Sohail Inayatullah for mapping the past, present and future to help explore the space of plausible futures, as shown below. The idea is that there are three dimensions that shape plausible futures: the weight of the past; the push of the present; and the pull of the future. The tension and interaction between these three forces creates a possible future space, inside the triangle. To explore alternative scenarios that emerge within the triangle we asked questions like those below and used data to identify what they might mean for whānau.

To establish our understanding of what whānau might look like in 2040, we drew on a series of commonly used statistical indicators, assessed the state of wellbeing for an average of the Māori ethnic population against each of these indicators in 2018 and then projected the data for those averages to 2040. (Note: the definition of ethnicity is self-defined and may not correspond directly to Māori descent or iwi affiliation population statistics.) We reviewed global trends that impact on New Zealanders now, and we looked at the likely impacts on whānau of those trends heading out towards 2040.

We began by applying a ‘Futures Triangle’ Methodology, where we sought to examine:



PUSH	PULL	WEIGHT
<ul style="list-style-type: none"> <li>&gt; What drivers of change are pushing us towards particular futures?</li> <li>&gt; What quantitative drivers of change are changing the future?</li> <li>&gt; What is happening now?</li> </ul>	<ul style="list-style-type: none"> <li>&gt; What drivers of change are pulling us towards particular futures?</li> <li>&gt; What are the compelling images of the future, those we can't overlook?</li> <li>&gt; Are there competing images of the future?</li> </ul>	<ul style="list-style-type: none"> <li>&gt; What is holding us back or getting in our way?</li> <li>&gt; What are the barriers to change?</li> <li>&gt; What are the deep structures that resist change?</li> </ul>

This process enabled us to identify three scenarios:

- > **Scenario Tahi:** what did the data indicate would be the likely position of whānau if the current trends and trajectories did not alter.
- > **Scenario Rua:** what might the data indicate if we altered the trajectory to a degree in the context of impacting global trends, and
- > **Scenario Toru:** what might the data indicate if we significantly altered the trajectory to a point where equity goals were reached.

Using these scenarios, we engaged with whānau directly, we drew on the insights of rangatahi, and we gained considerable wisdom from direct conversations with Māori experts and leaders. We underpinned our initial thinking with the guidance of a Reference Group. Collectively the feedback we received set the stage for the insights we have identified in this Briefing.

Based on everything we know and have learned about the past, the present and the future we were able to create a series of '2040' scenarios:



We started with three scenarios. We wanted to know what the future for whānau and Māori might look like if:



The government was to do nothing different – a business as usual approach.



The government worked with whānau and Māori to make some changes in key areas.



Whānau and Māori were able to design the future they wanted – for themselves and their mokopuna to come.

## Structure

After consideration of the current context in terms of Māori wellbeing as the starting point, we describe a number of future global trends we know will have a particular impact not simply on Aotearoa New Zealand, but on Māori in particular, as we move towards 2040.

We next examine *'What Matters'* – to whānau and to Māori communities. What wellbeing and what thriving looks like both now and in the future, to the rangatahi, the whānau, the thought leaders and the communities who shared their aspirations with us. This supports us to identify how much impact our current approaches to service design and delivery, policies and investment are likely to make towards meeting whānau, and Māori aspirations.

We identified three clear *insights* through this work to date are unpacked in greater detail in the following pages. These are:

### Te Ao Māori is an asset

It is clear that Te Ao Māori brings an often-overlooked dimension to New Zealand Inc. that supports Aotearoa New Zealand in leading dialogue and forging partnerships both here and abroad. Normalising Te Ao Māori concepts and approaches within the system will enable improved social, cultural, economic and environmental outcomes for all New Zealanders. We need to consider improvements to our policy and investment settings if we are to maximise the protection and utilisation of Te Ao Māori for the contribution it makes to whānau.

### System-shift is a pre-requisite

We know that public service organisations cannot, and do not, deliver for all Māori. It is clear that a significant shift in our policy and investment settings is required if the public service system is to effect the type of change that will be required to significantly improve whānau and Māori wellbeing outcomes, and in doing so meet the expectations that Māori have for their future. In reaching this insight, we have drawn on trends in past data to present a *highly likely* development trajectory to 2040.

Looking at what we already know in terms of Māori wellbeing outcomes, as well as past, and future trends, we have been able to project what might occur over the next 20 years if our current policy and investment settings were to remain unchanged. Central to this Insight is an analysis of the 'expectation gap' we anticipate will increase as the aspirations of whānau and Māori communities look less likely to be achieved in that time.

The policy and investment settings need to shift to enable greater provision by Māori organisations of critical interventions, a stronger focus by the public service on improving outcomes, and greater use of whānau centred and locally-led approaches.

### Adaptability is a strength

Throughout time, from voyaging to digital innovation, Māori have demonstrated their ability to respond positively to and embrace change, turning challenge and adversity to advantage. Strengthening Māori innovation and entrepreneurialism alongside the growth of technology will support whānau, hapū, iwi Māori to lead social, cultural, economic and environmental wellbeing. It is critical to address the resiliency of some whānau to impending change. There are improvements we can make to policy and investment settings that will support greater resilience.

For each of these insights we identify what is needed to support change, what are some of the risks, and what will narrow the gap between the likely development trajectory and where whānau and Māori aspire to be.



## Our Starting Point

In developing the *Evidence Brief* to support our Long-term Insights Briefing, we provided a snapshot of the average Māori experience of wellbeing, based on the most reliable data and drawing on past trends.

The base year we have used for our data and analytics is 2018. This is the most recently available Census and importantly the timing of the last Te Kupenga Māori Wellbeing Survey.

It is also the base year for the population projection series used to identify future scenarios.

The data collection at a household level, is the most robust information available to present proxy indicators for whānau.

The *Evidence Brief* presents the status of an average of the Māori ethnic population at a point in time across 10 domains we identified as central to whānau and to Māori wellbeing.



**Te Taiao**



**Mātauranga**



**Cultural Engagement**



**Social Cohesion**



**Political Voice**



**Health**



**Education**



**Income and Work**



**Housing**



**Resources and Assets**



The process for identifying these domains is set out on the Ministry’s Long-term Insights Briefing webpage LTIB webpage<sup>12</sup>.

enjoying the same levels of wellbeing across a range of commonly measured domains as their fellow New Zealanders.

The Evidence Brief confirms what we have known for some years, that the Māori ethnic population – and by extension, whānau are on average not

The distribution of the Māori population is younger than non-Māori, life expectancy, educational outcomes, level of skills and income rates are lower.

**Figure 1: Key indicators of current status**

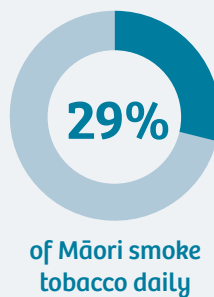
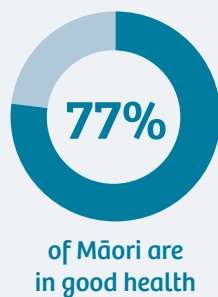
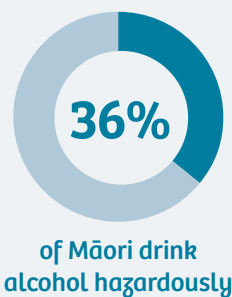
**Population Projections**

Source: StatsNZ



**Health**

Source: NZ Health Survey, Ministry of Health

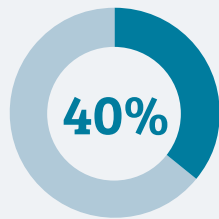


Life expectancy of Māori is 7 years below non-Māori

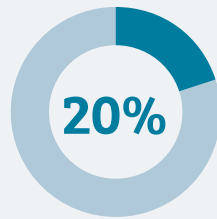
12 [www.tpk.govt.nz/en/a-matou-whakaarotau/equitable-effective-government-performance/longterm-insights-briefing-2022](http://www.tpk.govt.nz/en/a-matou-whakaarotau/equitable-effective-government-performance/longterm-insights-briefing-2022)

## Education

Source: Education Counts, Ministry of Education



Māori school leavers achieved NCEA Level 3 or UE in 2020.



Lower than non-Māori

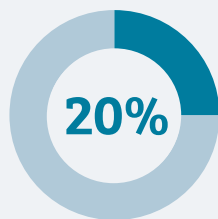
This gap has been declining

But it still transfers into skills gaps



## Mātauranga

Source: Te Kupenga, Stats NZ



2018  
of Māori can speak conversational te reo Maori



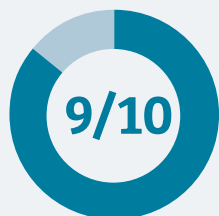
The number has increased substantially since 2001

About 2/3 of Māori felt connected to their ancestral marae

But only 40% know their full pepeha

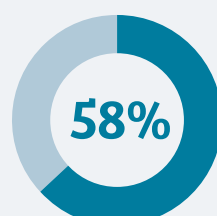
## Taiao

Source: Te Kupenga, Stats NZ

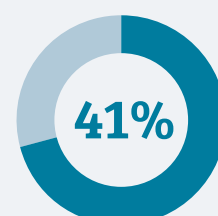


2018  
of Māori rate the health of te taiao as very important

But only 32% had taken part in activities to care for the health of the environment



2018  
of Māori grew their own fruit or vegetables - mostly with whānau

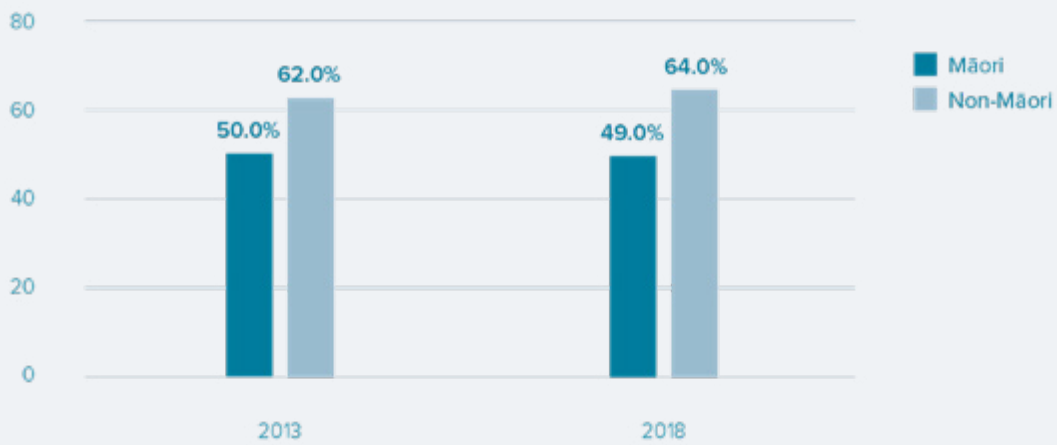


2018  
of Māori gathered traditional Māori food in the last 12 months - mostly with whānau



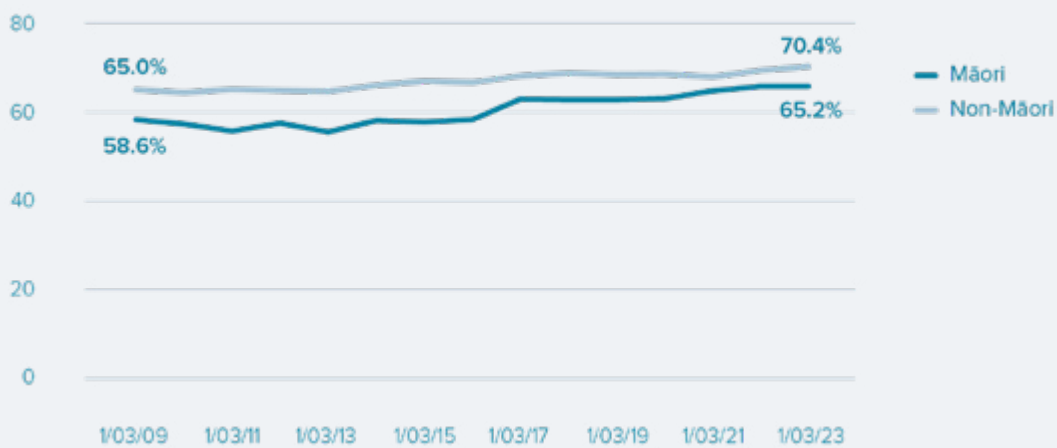
### Proportion in skilled and highly skilled employment

Source: Te Ōhanga 2018



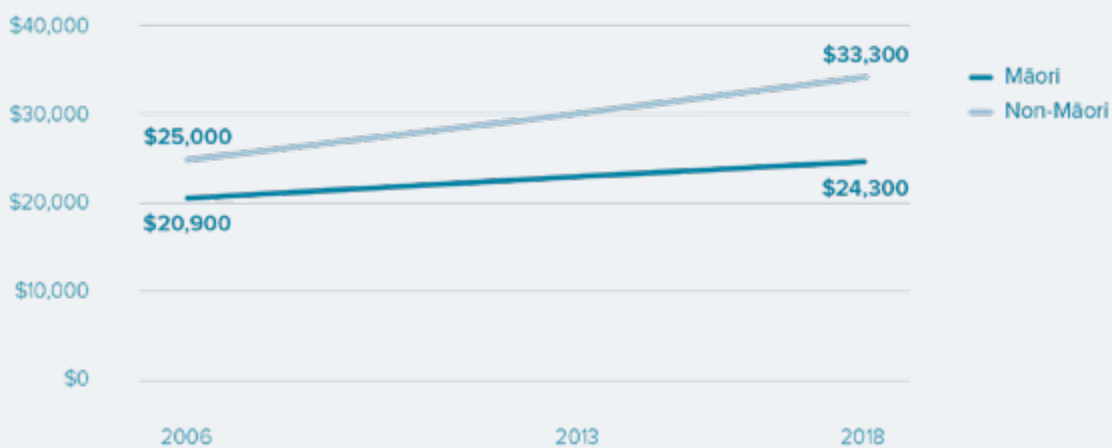
### Employment Rate

Source: Household Labour Force Survey



### Median Income

Source: StatsNZ



The observations made in our *Evidence Brief* are supported by Te Tai Ōhanga | The Treasury in its recent *Te Tai Waiora* report on *Wellbeing in Aotearoa New Zealand*. *Te Tai Waiora* observed that, whilst Māori have a high sense of belonging to Aotearoa New Zealand compared with other ethnic groups, there are persistent and growing challenges to Māori wellbeing when compared with other groups; such as in terms of income, material hardship, health, housing and education, to list only a few.<sup>13</sup>

## Utility of existing datasets and data limitations

In painting this evidence-based picture of current wellbeing we are necessarily limited to the available data on currently measured indicators. Of particular value is *Te Kupenga 2018*, a post-Censal wellbeing survey of almost 8,500 adults of Māori ethnicity and/or descent. *Te Kupenga* collects household level information on a broader set of indicators with a focus on Māori cultural, social, economic, and environmental wellbeing. Notwithstanding the use of *Te Kupenga*, data limitations in our Evidence Brief mean that important aspects of whānau and Māori wellbeing, including whānau-centred or Te Ao Māori perspectives, do not feature to the extent that we might like.

As noted in the evidence brief, it is worth highlighting that the Census 2018 External Data Quality Panel flagged caution in the use of this Census data for analysis in some areas, including languages spoken. The quality of data obtained through this Census is considered poor due a lower-than-expected response rate particularly for Māori.

We are aware also that whānau wellbeing depends on achieving a meaningful balance between participation and achievement in both *wider society* and *Te Ao Māori*.<sup>14</sup> On this basis, looking to each of these perspectives on their own, will not provide a sufficient measure of whānau or Māori wellbeing. For instance, an indicator that captures Te Ao Māori, such as volunteering at the marae and in the community, must also be supplemented by indicators such as trust in police and government.

Equally, any measure of whānau and Māori wellbeing cannot focus solely on the individual. The Evidence Brief we have prepared to present a present-day snapshot of Māori participation, relies upon currently available data, predominantly sourced from Aotearoa New Zealand's Official Statistics System (OSS)<sup>15</sup> – and collected at an individual rather than a whānau level.

We expect to update our *Evidence Brief* over the next three years. During this period, we also expect to be able to identify indicators and measures that not only provide a richer and more fulsome picture of performance in respect of these wellbeing domains, but draws on more and better information that becomes available, which more effectively reflects what whānau and Māori themselves consider to be significant.

13 *Tai Waiora - Wellbeing in Aotearoa New Zealand* pg 48; pp. 62  
<https://www.treasury.govt.nz/publications/wellbeing-report/te-tai-waiora-2022>

14 Durie, M. (2006) *Measuring Māori Well-being*, *New Zealand Treasury Guest Lecture Series*.  
[www.treasury.govt.nz/sites/default/files/2007-09/tgls-durie.pdf](http://www.treasury.govt.nz/sites/default/files/2007-09/tgls-durie.pdf)

15 The OSS is the whole-of-government system that underpins the production of official statistics and is led by Stats NZ. Other government agencies contribute to the OSS by collecting and supplying data and producing official statistics.  
[www.data.govt.nz/catalogue-guide/showcase/official-statistics/](http://www.data.govt.nz/catalogue-guide/showcase/official-statistics/)

## Looking ahead

Looking forward allows us to identify and test assumptions and trends which may influence and impact not only how we engage with our current world, but also how we position ourselves to respond to and take advantage of emerging opportunities in tomorrow's world. This may range from the global shift towards emerging technologies, to the growing need to operate within our environmental capacity to ensure a healthy and sustainable future for our whānau.

Over the next twenty years we can anticipate...

... The world's population will continue to grow. By 2030 India will have exceeded China as the world's most populous country.<sup>16</sup> By 2040 it is estimated the world will be home to more than nine billion people.

Globally and in New Zealand, we can anticipate an older population. In the coming decades it is expected that the number of people 65 years or over, will outnumber those aged under 25 years in most of the world.

**By 2040, it is estimated that Aotearoa New Zealand will likely be home to six million people,** 20 percent of whom identify as Māori<sup>17</sup>

Like the rest of the world, our general population will continue to age. By contrast, the Māori population will still be relatively young, making up a significant and continuously increasing proportion of our workforce in 2040.<sup>18</sup> The largest growth in the Māori population will be in the 65+ year age group. Population projections also show that, within the next fifteen years, a large proportion of Māori will enter the labour force and play a pivotal role in the future of the Māori and wider New Zealand economy. Furthermore, analysis of 2013 and 2018 Census data shows that the number of working Māori in New Zealand grew by 105,000, equal to a 50% increase in five years.

<sup>16</sup> Te Puni Kōkiri (2019) *Measuring Māori Wellbeing* – Discussion Paper. Internal Document.

<sup>17</sup> Te Puni Kōkiri (2017) *Tātai Tāngata ki te Whenua, Wāhanga Tuatahi | Future Demographic Trends for Māori, Part One* <https://www.tpk.govt.nz/en/o-matou-mohiotanga/demographics/future-demographic-trends-for-maori-part-one>

<sup>18</sup> Stats NZ (n.d.) *NZ.Stat – Population Projections – Ethnic population projections – National ethnic population projections, by age and sex, 2018(base)-2043 update* [nzdotstat.stats.govt.nz/wbos/Index.aspx](https://nzdotstat.stats.govt.nz/wbos/Index.aspx)



Figure 2: Global Trends towards 2040 and impacts for Māori

	Global	Aotearoa/ New Zealand	Māori
<b>Asymmetrical population growth</b>	Today, there are about 7.6 billion people on the planet. In 2040 it will be 9 billion.	Will have 6 million people. Older population, aged care.	20% share of the population – but young population
<b>Impact of climate change, pressure on resources</b>	Globally a strong drive to develop mitigation and adaptation measures against climate change COP26.	Commitment to reduce carbon emissions	Māori economy and households have high exposure. Iwi and Trust assets are growing – more exports.
<b>Urbanism</b>	More and more mega cities –mostly from emerging economies.	Auckland will become an even bigger super city – concentration of economic growth and people	Increased Māori population living in urban cities.
<b>Technology, AI, revolution health care</b>	Exponential rise in technology, data, AI, healthcare – patients will collect their own health data, AI systems will routinely aid diagnosis and treatments.	We are small players – pressure on the economy and social structures. Competing to attract skills.	More jobs, business and growth will come through technology – Māori are lagging.
<b>Increase in global shocks</b>	Shocks to the economy such as GFC, or COVID-19 and global inflation will become more frequent.	New Zealand economy more exposed to international shock.	Māori will be disproportionately affected.
<b>Globalisation</b>	Not easy for big and small economies – to de-globalise.	We are dependent on trade.	More robust Crown Iwi relationships. Seeking greater roles in Free Trade Agreements.

## Urbanisation

Urban populations will continue to grow the World over. By 2025–2030, it is estimated that around 630 million people will live in close to 40 megacities across the world.<sup>19</sup> By 2040 Auckland, already the home to the largest Māori population in Aotearoa, will continue to be the base for a significant proportion of Māori residents, increasing

in absolute terms the number of Māori resident but staying largely unchanged as a proportion of the overall population of Māori and as an ethnic group within the Auckland population.<sup>20</sup> This continuing urbanisation trend will result in a corresponding decline in population within our mid-sized towns in our regions and provinces.<sup>21</sup>

19 European Strategy and Policy Analysis System (2019) *ESPAS Ideas Paper Series. Global Trends to 2030: The future of urbanization and Megacities.*

[espas.secure.europarl.europa.eu/orbis/document/global-trends-2030-future-urbanization-and-megacities-0](https://espas.secure.europarl.europa.eu/orbis/document/global-trends-2030-future-urbanization-and-megacities-0)

20 Stats NZ (n.d.) *NZ.Stat – Population Projections – Ethnic population projections - Subnational ethnic population projections, by age and sex, 2018(base)-2043* [nzdotstat.stats.govt.nz/wbos/Index.aspx](https://nzdotstat.stats.govt.nz/wbos/Index.aspx)

21 Local Government New Zealand (2016) *The 2050 challenge: future proofing our communities. A discussion paper.* July 2016 [www.lgnz.co.nz/assets/42597-LGNZ-2050-Challenge-Final-WEB-small.pdf](http://www.lgnz.co.nz/assets/42597-LGNZ-2050-Challenge-Final-WEB-small.pdf)



## Global shocks

Although typically the world experiences an economic shock at least every ten years, – in recent times we have experienced economic, terrorist, disease and war-related events. The multi-layered impacts of COVID-19 have resulted in an unparalleled shock to the global economy. Although the long-term impact of COVID-19 on Aotearoa remains to be seen, the concentration of Māori in key affected labour market and industry sectors has historically seen economic shocks to have a disproportionately negative impact on Māori and Māori business.<sup>22</sup>

In particular, recessionary impacts have had a long-tail for Māori in the labour market.

## Climate change and resource constraints

Te Taiao – the environment and natural world serves as one of the building blocks of Māori identity and world view. Caring for the environment is about more than food and the resources needed for survival, but about retaining connection to whenua and collective identity. In short, Te Taiao sits at the very heart of being Māori, and tangata whenua – people of the land.

Despite our continued and growing response to the threat posed by climate change, including through public policies such as Zero Carbon targets<sup>23</sup>, climate change will continue to have a significant impact on our planet, and the way we live our lives. This has been demonstrated recently through the series of extreme weather events in Aotearoa New Zealand. How we deal with climate change from now and into the future, will have a significant impact for all Aotearoa, particularly Māori – for whom not only future opportunities, but also traditional practices connected to Māori identity and wellbeing are under threat.<sup>24</sup>

“Need to listen to and partner with iwi and Māori in establishing environmental protections; and look to mātauranga Māori to better understand how all New Zealanders can live in harmony with the natural environment and protect it.”

– Participant during engagement.

## Technology and the rise of Artificial Intelligence

As we move closer to 2040, we know that the pace and the impact of technological developments will only increase, with the power to both transform and diminish human experiences and capabilities.

Against this backdrop, it is crucial that Aotearoa New Zealand and Māori in particular are positioned to keep pace with rapid developments and industry shifts.

Currently, the Māori workforce and Māori businesses are under-represented in the technology and science sector. Without challenging this now, Māori may be at risk of losing out or lagging behind on the potential which technological developments will continue to bring to future high growth sectors. Being prepared, having appropriate support, and shifting early will enable Māori to take effective advantage of this burgeoning wave.

22 Te Puni Kōkiri (2009) *Implications of a recession for the Māori Economy*.

[www.tpk.govt.nz/documents/download/258/tpk-implicationsrecessionmaorieco-2009-en.pdf](http://www.tpk.govt.nz/documents/download/258/tpk-implicationsrecessionmaorieco-2009-en.pdf)

[www.tpk.govt.nz/en/o-matou-mohiotanga/maori-enterprise/the-implications-of-a-recession-for-the-maori-econ/online/1](http://www.tpk.govt.nz/en/o-matou-mohiotanga/maori-enterprise/the-implications-of-a-recession-for-the-maori-econ/online/1)

23 Ministry for the Environment (2021) *Climate Change Response (Zero Carbon) Amendment Act 2019*.

[environment.govt.nz/acts-and-regulations/acts/climate-change-response-amendment-act-2019/](http://environment.govt.nz/acts-and-regulations/acts/climate-change-response-amendment-act-2019/)

24 Ministry of Environment (2021) *How Climate Change Affects Māori*.

<https://environment.govt.nz/publications/climate-action-for-maori-the-national-adaptation-plan/>



A young Māori population means a large proportion of Māori will enter the labour force (in higher skilled jobs) and play a pivotal role in the future of the Māori and wider New Zealand economy.

Whenua, water, and taonga species are being affected by climate change, which threatens future opportunities as well as traditional practices connected to Māori identity and wellbeing. Cost of living increases disproportionately affect whānau who tend to have lower qualifications, skilled employment and incomes (than non-Māori).

An increasingly urban Māori population will impact service provision (including health care and education), employment and capital/asset growth (including housing) and likely to lead to whānau becoming more disconnected from their tūrangawaewae, marae and whenua.

More jobs, business and growth will come through technology however Māori may lag behind as adopters and innovators in this space.

Historically, economic shocks have had a disproportionately negative impact on Māori, largely due to the concentration of Māori in key affected labour market and industry sectors.

## How whānau see themselves thriving...

In 2040, Aotearoa New Zealand will be marking the 200<sup>th</sup> anniversary of the signing of Te Tiriti o Waitangi. Throughout our engagement we asked what aspirations whānau, hapū and Māori have for their future. Across all the groups we engaged with we heard strongly that the aspirations whānau identified for 2040 are the same aspirations that they have for themselves today. That ambition from whānau underpins one of the insights that we discuss later in this Briefing.

The aspirations described below were shared in the course of our engagement – particularly

through small group sessions with whānau and with rangatahi, and through a series of interviews with key Māori individuals and thought leaders. To provide yet further (qualitative) data, we also conducted an online survey to gather insights from Māori about their vision for thriving whānau. The change in COVID-19 settings in mid-2022 subsequently allowed us to hold in-person workshops with Māori students from Waikato and Victoria Universities – capturing additional rangatahi voices to inform our understanding of what matters for whānau, and where they aim to be, not only in 2040, but here today.





Figure 3: What we heard during engagement.

We learned what matters to Māori who know that when all of these attributes of wellbeing are present and in balance, their whānau will be thriving



### What we heard....

- > Māori were clear about the outcomes their whānau and their communities deserve – and they do not expect to wait a further 20 years for these to be realised.
- > When whānau are thriving, not only will the essentials of wellbeing *Ngā Hiahia o te Oranga* be present, but also those elements that are uniquely important – to whānau and to Māori.
- > As well as *Ngā Hiahia o te Oranga*, we found these to also include:
  - > *Ko Au* – their identity & culture;
  - > *Ngā Rawa* – their resources & strengths;
- > Each of these wellbeing attributes will be present and in a balance that reflects the context, needs, and aspirations of whānau and Māori communities.
- > There are common goals across the government and Māori who are both firm in their desire and their responsibility to improve wellbeing outcomes for whānau and for Māori.
- > Opportunities to achieve these goals – together, are not being realised.
- > Our current emphasis on the pace, threats and challenges of the future, may also be constraining us from leading change and from identifying and leveraging the opportunities these trends will bring.



## More specifically, and long before 2040...

...Tamariki will be thriving in their **learning** and feel they **belong** at school. Their culture, language and identity will be **valued** and **recognised** by all schools and te reo me ōna tikanga Māori will be woven throughout curriculum content. Rangatahi will be strong in their **cultural identity**, proud, healthy and happy with opportunities and pathways to pursue their goals and aspirations.

...Whānau members will have access to **good quality jobs**, have decent incomes and be financially secure. Disparities in pay between genders, and ethnicities will not exist. **Culture** alongside an appreciation and understanding of **Mātauranga Māori** will be fully incorporated, recognised, and respected in all our workplaces. Non-Māori businesses will become also more **kaupapa Māori driven** as a result. **Māori-owned businesses**, whether they involve self-employment, or they employ others, will make up a significant proportion of the total workforce. Māori who may have previously been disconnected from their culture will also be much more **culturally connected**, confidently bringing their culture with them into the workforce.

....Joint **partnerships** between institutions, industry, and Government will result in secure pipelines from **education to work** for Māori. Significant numbers of Māori will be working in **STEM-related careers** and innovating in growth sectors. Improved educational outcomes will see Māori take up a more significant proportion of higher skilled jobs and earn **higher incomes**.

....Preventative approaches, whānau-centred and locally-led, Te Ao Māori approaches to **health and wellbeing services** will be seen as the gamechangers that ensure whānau live healthy, fulfilling and longer lives.

....Māori designed, and Māori-led **housing partnerships** will contribute to improved **housing** outcomes for whānau. Not only will ownership have improved, but whānau will be living in secure, warm, and affordable housing. The benefits of this will not only have resulted in improved **health** outcomes, but rangatahi and tamariki will be safe and happy, and whānau connections will remain strong.

.....Māori will be playing a vital role in shaping how Aotearoa New Zealand responds to the challenge of **climate change**; in caring for Te Taiao; establishing environmental protections and resilience; and the role **mātauranga Māori** in supporting all New Zealanders to live in **harmony with** and protect **the natural environment** will be understood and embraced.

....Public policy frameworks to recognise and respond more effectively to **contemporary Māori rights, interests and responsibilities** across the range of domains and settings in which Māori participate will be in place.



## What the data suggested

### What our projections revealed

- > Data estimations for 2040 indicated the average experience of individuals in the Māori ethnic population will likely be lower overall than other New Zealanders.
- > While some indicators could be expected to improve, individuals that identify as Māori within the New Zealand population are on average likely to remain *worse off overall* – and behind the average of other individuals in the New Zealand population. In other words, the gaps in experiences between these *will likely widen*.
- > This means the wellbeing of whānau on average as reflected across an array of commonly measured indicators of life experience will likely not meet the expectations they are setting for themselves.

### For example:

- > The employment rate of Māori is expected to increase, but the income gap between Māori and non-Māori *will widen*.
- > The economy of New Zealand will diversify, however Māori businesses, entrepreneurship and effective utilisation and productivity of the Māori workforce, assets, and other resources *will lag behind the rest of the economy*.
- > There is likely to be an increase in feeling disconnected by Māori from their culture, with increasing urbanisation and *declines in connection to turangawaewae and te reo Māori*.
- > Home ownership will continue to *be out of reach* for significant numbers of whānau;
- > Health outcomes will improve generally but *not to the extent required* to ensure wellbeing;
- > NCEA achievement levels will increase overall, but *remain disproportionately below* the average achievement levels of other New Zealanders.
- > Māori medium learning environments that reflect, strengthen and nurture the language, culture and identity of ākonga Māori support higher NCEA Level 3 attainment by Māori school leavers.



## How whānau are more likely to be thriving in 2040

Feedback from the engagement highlighted a sense of optimism for the future amongst whānau and Māori – if not necessarily for themselves today, certainly for their whānau and their mokopuna to come. In many respects this is echoed in the findings of Te Tai Waiora – which observed that despite the decline in life satisfaction experienced by increasing numbers of Māori, there remains an expectation that their overall future circumstances will improve.

The ambitious current and future state identified by whānau and rangatahi sits in contrast to the development trajectory our statistical and data driven projections suggested as a likely scenario – a “same, same and not much different” future.

To create the evidence-base for this trajectory we examined past (quantitative) and expected future trends across the 10 domains. The picture presented through this modelling assumed that over the next twenty years there will be no significant changes or reductions in the services and supports currently delivered by the public system.

Although we certainly observed improvements in some key areas, it was clear, particularly when contrasted against the level of wellbeing enjoyed by other New Zealanders, that whānau and Māori were still subject to many of the constraints and challenges that continue to prevent them from thriving today.



According to our projections:

### More specifically, in 2040...

**Health** outcomes for whānau are expected to improve, but not to any great extent. Access to relevant, responsive, whānau-centred services is still unlikely to be available nationwide. Although average Māori life expectancy is expected to improve from 75 years to 80 years, it remains six years less than that of the average for non-Māori. Correspondingly, the proportion of Māori who are physically active will decrease by three percent and drinking alcohol to hazardous levels amongst Māori is expected to increase by some nine percent.

Although the emphasis on improving **education** outcomes for rangatahi Māori in recent decades (to 2020) has supported a continuing trend of steadily improving achievement rates for Māori – with increases of 30 percent in the number of Māori achieving NCEA Level 3 or University Entrance in 2040, this is still disproportionately lower than the rates for non-Māori.

The achievements of rangatahi in **Māori Medium Education (MME)** continue improve however growth in participation is difficult to ascertain. Higher NCEA Level 3 and University Entrance (UE) attainment is seen amongst Māori secondary school leavers attending MME secondary school (64%), compared to those attending English Medium Education (EME) secondary school (39%). Matching any growth in demand for MME with sufficient kura and numbers of well-trained Māori teachers, plus high-quality teaching resources, will continue to challenge whether the full potential of Māori medium learning can be realised by 2040.

The **employment** rate of Māori is expected to increase from the 62 percent recorded in Census 2018 to an estimated 64 percent, but the income gap between Māori and non-Māori will continue to widen over time.<sup>25</sup>

This is despite an increasing median income of \$5,700 for Māori in the two decades to 2040. As a young population, Māori continue to be employed in lower income and low-skilled jobs, with the proportion of Māori in the workforce located in skilled and highly skilled jobs forecast to increase by six percent in 2040 to 55 percent.

**Economic shocks** will also continue to create disproportionate challenges for whānau and the Māori economy with the next global economic shock – anticipated to take place before 2030, expected to further set back the momentum and economic growth built in the preceding decades.

Overall, the global **economy** will continue to shift and to grow in the face of significant advancements in technology. The need for action in response to worsening **climate change** will also increase in importance. As a result, the economy of Aotearoa New Zealand will diversify, however Māori business, **entrepreneurship** and effective utilisation and productivity of the Māori workforce, **assets**, and other resources will continue to lag behind the rest of the economy. The proportion of Māori who are self-employed and are employers in the Māori workforce will shift up only slightly from nine percent in 2018 to 10 percent in 2040. The per capita business asset base for Māori will increase by \$163,000 and the total value of merchandise exports for Māori businesses will increase by some \$20 billion.

Security of tenure in quality, warm and dry accommodation will continue to remain less attainable for w-hānau. In a wider context of challenging access for all New Zealanders, access to **housing**, including home ownership and secure rental housing is particularly challenging for Māori. By 2040, the gap in home ownership for Māori will remain largely unchanged at 47 percent and whānau will continue to be faced with an unaffordable market, where secure, warm, and healthy housing is difficult to attain.

25 Employment Status / Census status in employment

Definition: Status in employment classifies employed people aged 15 years and over according to whether they are working for themselves or for other people.

[aria.stats.govt.nz/aria/#StandardView:uri=http://stats.govt.nz/cms/StatisticalStandard/AQe344kgGdpB80Gg](http://aria.stats.govt.nz/aria/#StandardView:uri=http://stats.govt.nz/cms/StatisticalStandard/AQe344kgGdpB80Gg)

Labour Force Status

Definition: Labour force status is a derived variable that classifies people aged 15 years and over according to their inclusion or exclusion from the labour force.

[aria.stats.govt.nz/aria/#StandardView:uri=http://stats.govt.nz/cms/StatisticalStandard/RurbRVkuFJlyyzG](http://aria.stats.govt.nz/aria/#StandardView:uri=http://stats.govt.nz/cms/StatisticalStandard/RurbRVkuFJlyyzG)

# Insight 1 Te Ao Māori is an Asset

## Te Ao Māori is an asset

Māori knowledge, ways of doing things, and values add to the overall wealth of Aotearoa

Identity is central to cultural wellbeing. Identifying with a particular culture helps people feel they belong and gives them a sense of security.

Te Ao Māori perspectives are increasingly influential in the development of New Zealand's way of doing things.

Creating an overall asset value for Te Ao Māori may unlock an investment pathway to improving overall well being for whāna

### What makes up Te Ao Māori?

During our engagement we heard that Te Ao Māori is comprised of several components including Te Taiao, te reo Māori, and mātauranga Māori. It is underpinned by whakapapa. Whānau, hapū, iwi and a few national Māori organisations all have roles to play to look after aspects of these components. The government has an interest in supporting Te Ao Māori through the provision of resources and through regulation where needed. Over the last few decades there has been an increasing interest in Te Ao Māori and a move to increase utilisation of its components.

### Understanding Te Ao Māori and Mātauranga Māori

Mātauranga Māori and Te Ao Māori approaches are at their core simply about recognising and applying a particular set of Māori knowledge, including traditional knowledge, and lived experience of Māori. Mātauranga Māori and Kaupapa Māori/Te Ao Māori approaches assist to describe a Māori way of being and engaging in the world. Mātauranga, in its simplest form,

is about using kawa (cultural practices) and tikanga (cultural principles) to critique, examine, analyse and understand the world; Te Ao Māori approaches are underpinned by application of mātauranga. Application of these concepts and approaches can be of considerable value to all Aotearoa New Zealand.

Mātauranga is a broad term that encompasses matters like Māori world views, values and perspectives, Māori creativity, cultural practices and recognition of the inter-related connectedness between all life forces, both those seen and unseen with the human eye. When considering any vast body of knowledge, there is skill in determining what components of that knowledge set might be applicable (or most suitable to consider) for any given situation. Skilfully analysing the components of Mātauranga that may be relevant in any particular situation, and determining how to apply this Mātauranga, is the basis of any rigorous Te Ao Māori approach. As the stewards of Mātauranga, this analysis is a task that only Māori can deliver on.



### What we heard:

- > Māori navigate Te Ao Māori and Pākehā world views.
- > Te Ao Māori has a place in our changing world, including new frontiers of innovation and commerce.
- > Te Ao Māori offers a valuable tool from a design, construction, monitoring, policy and planning perspectives.
- > Aotearoa / New Zealand doesn't need to choose between western and Te Ao Māori approaches – it can refine and develop both.
- > Te Ao Māori can influence and can be influenced by international standards and approaches.

## Te Ao Māori is a central feature of the Māori economy

Te Ao Māori can also be seen as a tangible asset that can lead to improved outcomes that feed into the overall value of the Māori economy. So, examining the features of the Māori economy and how it is expected to perform over the next few years – and why – can help us to understand the value of applying Mātauranga, and Te Ao Māori approaches. In the past 20 years, the Māori economy has grown from about \$16 billion to \$70 billion. In the past decade, the Māori asset base has been growing at 10 percent a year – much faster than the overall economy.<sup>26</sup>

With a projected growth of 5 percent per annum, the Māori economy is expected to reach \$100 billion in assets by 2030. Our forecasts indicated that by 2040 the Māori economy would be worth around \$165 million. Notwithstanding the rate of growth, by 2040 the Māori economy would not have reached a share of the overall Aotearoa New Zealand economy that would be proportionate to the size of the population.

In its 2021 study, the Productivity Commission found that Māori firms outperform other Aotearoa New Zealand firms on some dimensions associated with higher productivity and have unique features that support innovation; they offer valuable lessons for other Aotearoa New Zealand businesses.<sup>27</sup> Ultimately, the Productivity Commission considered *Kaupapa Māori firms are distinctive for having long-term horizons and managing multiple stakeholders and objectives.*

These unique features are, in fact, grounded in an approach that reflects traditional values such as manaakitanga (respect and generosity), kaitiakitanga (guardianship) and whanaungatanga (relationships) – values which have shaped Māori economic partnerships for generations and are reflected in Māori business. Application of these values in the business context, results in businesses that embrace sustainability, plan for intergenerational success, have value enduring relationships, and prioritise supporting their people and communities – focusing on the planet, people, and broader purpose, as well as profit.

26 Business and Economic Research Limited, Te Ōhanga Māori 2018, published in 2021 and available at [berl.co.nz/our-mahi/te-ohanga-maori-2018](http://berl.co.nz/our-mahi/te-ohanga-maori-2018)

27 Productivity Commission, New Zealand firms: Reaching for the frontier (April 2021), available at [www.productivity.govt.nz/inquiries/frontier-firms/](http://www.productivity.govt.nz/inquiries/frontier-firms/)





Globally, business values are now aligning with Māori traditional values, with matters like increasing public awareness of climate change, and the desire to consume in more ethical ways becoming more prominent on an international scale. Integration of long-term sustainability, and care for people and the environment, has always been part of a tikanga-based approach to business, with strong ingrained principles of kaitiakitanga (stewardship) and manaakitanga (relationships built on trust and respect).<sup>28</sup>

## Te Ao Māori is a strategic advantage

Taking Te Ao Māori approaches to business internationally has at least a threefold advantage:

- > **Tikanga-based approaches engender strong relationships and international trade connections:** Business is ultimately about relationships. Applying a tikanga-based approach – particularly principles such as manaakitanga (hospitality, generosity, care and giving) and whanaungatanga (belonging, kinship) – brings particular depth to building relationships and developing, managing, and sustaining those relationships, based on an approach built around the significance of caring for others, and working harmoniously with others to achieve common goals using relational strategies. Tikanga Māori around relationship building and cultural identity can resonate with other cultures and lead to business opportunities. Successful Māori-led trade delegations have encouraged such opportunities to the benefit of Māori and Aotearoa New Zealand more broadly.<sup>29</sup>
- > **Māori values readily align with a number of other cultures where trade opportunities lie:** Māori have been acknowledged as particularly well-placed to connect in areas like the Asia-Pacific region, where culture, family and whakapapa are similarly important culturally<sup>30</sup>. Since February 2021, Aotearoa New Zealand and other APEC economies have worked towards developing an Indigenous Peoples Economic and Trade Cooperation Arrangement (IPETCA). The focus of the IPETCA is to strengthen the economic empowerment of Indigenous Peoples in the Asia Pacific region. This would be done by promoting greater Indigenous trade and economic linkages and ensuring international focus on Indigenous economic and trade matters.
- > **Te Ao Māori approaches are a unique, and valuable brand:** Distinctiveness can be of significant value in global trade. Māori values such as kaitiakitanga, kōtahitanga and whanaungatanga help differentiate Māori goods and services and provide added brand value overseas. Harmsworth and Tahī (2008) found that indigenous brand distinctiveness is becoming a significant asset globally, and Māori branding (Tohu Māori) may provide Māori businesses with a competitive advantage in some markets. Tohu Māori is also used by non-Māori businesses and contributes to the value of “Brand NZ”.<sup>31</sup>

28 See Ministry of Foreign Affairs and Trade, *Māori Economy Investor Guide* (June 2017).

29 See Ministry of Foreign Affairs and Trade, *Consultation on Te Ohanga Māori (The Māori Economy)*

30 See Ministry of Foreign Affairs and Trade, *Consultation on Te Ohanga Māori (The Māori Economy)*

31 See Productivity Commission, at page 65.



## Te Ao Māori is now part of the Aotearoa New Zealand way of doing things

Mātauranga Māori and application of Te Ao Māori approaches are adding significant value to Aotearoa New Zealand ways of doing things and are becoming more commonplace. It is encouraging to see the development of frameworks which will allow us to better understand and apply, and account for the real value gained from, Te Ao Māori approaches, such as the Treasury's Wellbeing Framework (He Ara Waiora), the Health Quality and Safety Commission's Te Ao Māori Framework and Te Aka Whai Ora (the new Māori Health Authority), leading and monitoring transformational change

for the hauora health and wellbeing needs of whānau Māori). The resulting policy direction can also provide a firm basis for embedding Te Ao Māori approaches more widely.

Likewise, the value of understanding and applying traditional Māori cultural concepts, and applying a Te Ao Māori approach to operational activities, has been well documented as part of the success in the Māori leadership of response during emergencies – like responses to COVID-19 and flooding events. For example:

### What we heard:

“Throughout the disaster, Māori institutions naturally and automatically helped non-Māori, underpinned by the cultural practices of manaakitanga and whanaungatanga. This manifestation of Māori cultural resilience enabled a considerable network of people and resources being available to Māori through whānau, marae and kura.”

“Māori cultural attributes have facilitated disaster risk reduction and enhanced community resilience in response to values that are embedded in sets of understanding about identity act as cultural strengths during adversity through shaping social practices. In the Christchurch context exemplars included kotahitanga (enacting community unity), whakapapa (operationalising familial networks) whanaungatanga (utilising social relationships), manaakitanga (extending respect, support, hospitality), kaitiakitanga (ensuring protection, guardianship) and marae (activating community support centres).”

Leveraging the value of Te Ao Māori approaches is likely to become increasingly important as the need to deal with climate change, and make careful and considered decisions about how we manage and live in our environment escalates. Managed well, responding to climate change becomes a critical opportunity for improvement

and development of our nation, managed poorly it may have devastating impact on Māori and all New Zealanders. The natural alignment of modern policy development in the environmental area, with traditional Māori worldviews and approaches, is an advantage unique to Aotearoa New Zealand.



### What are the risks if we don't make changes?

- > Risk being a reactive country, where our identity is insufficiently reflected in our responses to opportunities and challenges facing our societies.
- > Te Ao Māori and western world views continue operating in silos when there is much to gain by realising the value of each.
- > Risk gradually losing the richness and value of Mātauranga preserved in Aotearoa – loss of cultural identity, loss of intellectual property and rights to indigenous capital.
- > Aotearoa misses opportunities to be a global shaper.
- > Unresolved tensions around how we move forward as a nation.



## What we need to do

Te Puni Kōkiri needs to focus some of its work programme on public policy settings that support greater investment in Te Ao Māori. This may require work on establishing a tangible value for some aspects of Te Ao Māori that have previously been regarded as intangible. While the key decisions around Te Reo Māori, Te Taiao and Mātauranga Māori sit with whānau, hapū, iwi and Māori authorities to make, when public funding is sought to support investment in Te Ao Māori in a sustained manner, there is a need to understand the economic value and potential of that investment.

For Te Puni Kōkiri that will mean public policy work on identifying:

- > **Opportunities in Māori public policy to better balance the need to actively protect features of Te Ao Māori and at the same time enable greater utilisation** – there is a growing understanding of indigenous capital and an increased appreciation of the benefits it brings to society and to the economy. There is a need for Te Puni Kōkiri as part of Te Pae Tawhiti (work to respond to WAI 262) to improve regulatory structures such as those around intellectual property so they better provide for both protection and utilisation opportunities.
- > **Take a longer-term investment approach to Te Ao Māori through valuing it as a tangible asset** – this would include Te Puni Kōkiri working with others to establish estimated values for the tangible and intangible parts of Te Ao Māori that are supported in part through public funding. Work to establish a set of economic values may also identify what parts and by how much Te Ao Māori depreciates each year. Better understanding the level of depreciation, and the opportunities for growth would improve longer-term investment in Te Ao Māori; illuminating the trade-offs between different instances of Māori and government decision-making. It would facilitate Te Puni Kōkiri taking a more strategic approach to supporting Te Ao Māori.
- > **Improved information and data to support high quality and strategic governance over Te Ao Māori assets** – in a post Treaty settlement era there are codified roles now for many iwi in the governance of their rights and interests in Te Ao Māori assets. Some areas, like Te Reo Māori also have national Māori organisations and institutions that combine iwi participation in decision-making with sectoral groups that are to govern for the benefit of all Māori. It is important that Te Puni Kōkiri works across the different leaders to ensure they have access to high quality data and information to support decision-making. Where achievable there needs to be greater opportunities for co-investment between the government and Māori in Te Ao Māori to make best use of the available resources.
- > **Opportunities for public policy to configure public service systems to better address the complexity of Te Ao Māori** – as discussed in the next insight, delivering improved outcomes for whānau may require a systems approach. This may mean Te Puni Kōkiri in the first instance identifying public policy changes to support whānau-centred approaches and to enable Māori participation at a decision-making level wherever it makes sense to. It may also mean there are opportunities for Te Puni Kōkiri to consider changes to the public policy settings governing whenua, mātauranga Māori, te reo Māori.



# Insight 2 System-shift is a pre-requisite

The investments of recent decades have often not resulted in the levels of improvement to wellbeing outcomes that the government wanted to deliver for whānau and Māori.

Māori are clear that whānau are seeking better wellbeing outcomes. There is an expectation that this needs to occur long before 2040.

Significant change in outcome indicators for the average experience of whānau will be required to avoid the forecasted trajectory which sees too many whānau with poor wellbeing.

System shifts in public services are needed to enable sustained improvements to the average experience of whānau and to overall Māori wellbeing.

The government cannot work alone to achieve these expectations as the delivery mechanisms it has available to support the system may not work for all whānau.

Working alongside iwi and drawing on the ability of Māori organisations to reach whānau may create the necessary system change.

Successful working relationships require a focus on outcomes and results, transparent partnership arrangements and building higher levels of trust and confidence.

Iwi, hapū and some Māori organisations have clear and intrinsic responsibilities to whānau. A strengthened overall Māori leadership capability and capacity may play an essential role in leading system change.

What we can surmise from the data projections to 2040, is that despite significant investment by successive governments over a period of decades, genuine wellbeing – where whānau and Māori are thriving, and doing so on their own terms, continues to be, and is likely to remain out of reach too often. Without system shifts in public services, the gap between the wellbeing expectations of whānau and Māori, and what the public services are able to deliver is only going to be exacerbated.

## System reform is underway

There is system reform underway across key sectors of government. These reforms have often been informed by whānau experience. In some cases, they have been prompted by

Inquiries into service or system failures, including Royal Commissions of Inquiry. A feature of the feedback coming through a number of these inquiries, including through the Kaupapa Inquiries undertaken by the Waitangi Tribunal, is that currently “the system” does not deliver adequately for all Māori.

Whānau feedback through engagement highlighted we should not consider it a 2040 problem – it’s a “now” problem. To make a system-shift, important changes to policy, investment and delivery settings are needed.

System change is any change that impacts on all aspects of organisations and institutions. In Aotearoa New Zealand we have a number of public service systems, and they all interact with each other. Examples are the education system,



the health system, and the welfare system. These systems are undergoing various levels of reform. In all instances, some of the changes being implemented are intended to improve outcomes for Māori.

## Addressing root causes of issues

System change requires addressing the causes of issues (rather than symptoms) by transforming structures, behaviours, mindsets, power dynamics and policies, and by strengthening collective power through the active collaboration of diverse

people and organisations. It is often about cultural shifts, altering mindsets, new mental models and paradigms. It involves changing patterns, underlying structures, and ways of operating.

Achieving system change requires effective collaboration to be founded in shared goals to achieve lasting improvement and outcomes that are of value and importance to population groups. For Māori this requires effective external advocacy, strong Māori-Crown relationships, and subject matter expertise. It requires sustained policy, investment, and delivery changes to solve problems at a local, national, and global level.

## Change is required

**If the system doesn't change – this gap will continue to increase and the implication for social cohesion will be significant**

There is already a significant gap between the current wellbeing expectations of whānau and Māori and what the system can deliver.

Māori have particular and innate responsibilities that come from 'being Māori'. We need to learn from these.

By itself, the Government will not achieve the step changes necessary to delivery on whānau/ Māori aspirations – it needs to work with Māori and others.

### What we heard ...

- > To do better we need to do differently.
- > Whānau and Māori must be the architects of their own wellbeing. The system's goals will not always be their goals.
- > Whānau know what they want, and what they need. Support to achieve this required. Done *with* not Done *to*.
- > Trust, transparency, and confidence in the system needs to be rebuilt.
- > When whānau are well Aotearoa New Zealand will also be well.



Individual whānau members have intrinsic responsibilities that come from being part of a collective. These need to be acknowledged and recognised, as well as the critical relationship between whānau, hapū and iwi. Māori leadership at all levels will play an essential role in leading the type of concerted and sustainable change required. Not only to address the increasing expectation gap and sense of social disconnection this is creating, but to deliver the type of wellbeing outcomes Māori expect.

By forging new, sincere, and transparent ways of working together, we will in turn improve the trust and confidence that is central to any successful working partnership. This will be necessary to effect the change we are committed to achieving.

## What we need to do

A holistic response is required to tackle the current development trajectory for whānau and to better position whānau to be happy, connected, and thriving. Such an approach not only recognises the inter-relatedness of the public service, but also acknowledges and responds to the reality that whānau, Māori and all New Zealanders, do not live their lives in domains, silos, or sectors. Initiatives to improve health outcomes will have limited success if one's housing conditions do not support healthy living. Likewise, the chances of succeeding educationally are going to be much reduced if one's sense cultural and social wellbeing has been compromised.

Te Puni Kōkiri has an important role to play in bringing whānau experience, data and evidence to bear on public policy settings. A critical task for Te Puni Kōkiri is to bring this thinking into public sector reform programmes and to drive for greater whānau-centred responses from public services agencies.

To achieve system-change in Aotearoa New Zealand for Māori and to support thriving whānau towards 2040 requires Te Puni Kōkiri to lead and support improved public understanding of the importance of Māori and whānau wellbeing to Aotearoa New Zealand, and in this way establish stronger commitment by successive Governments to achieve these outcomes inter-generationally.

To achieve this sort of change will require Te Puni Kōkiri in its public policy work to:

- > **Better inform system stewards of opportunities for whānau-centred approaches** – Social Sector Chief Executives have a pivotal role to collectively take a stronger stewardship role if whānau are to thrive by 2040. Already, they have commissioned Te Puni Kōkiri to identify and support whānau-centred practices across government agencies and what barriers may exist to extending these.
- > **Provide information, data and resources to support the exercise of kaitiakitanga for whānau by Māori leadership** – hapū, iwi and Māori organisational leaders need support to marshal the assets of Te Ao Māori to enable whānau to thrive. The best structures and institutions to mobilise this leadership support need time to evolve. Te Puni Kōkiri has a role to play in the provision of resources and information to support greater capacity and capability around whānau wellbeing.
- > **Create partnerships that grow and strengthen our efforts to support whānau to thrive** – recognising that current and future whānau outcomes are shared by other institutions in Aotearoa New Zealand and internationally. We will need iwi and hapū engagement and cooperation to address thriving whānau; proactively sharing investment opportunities, intelligence, insights and experiences, and working together with those who share our goals, will be important to support sustained improvements to Māori wellbeing.
- > **Provide transparent and accessible public information on Māori wellbeing and on what works for whānau** – sharing information and making it easy for people to access and read it will build the public's knowledge and trust and confidence on what we are doing and whether it is making a difference. Improvement to the availability of evidence about what works for Māori is essential.
- > **Recruit, upskill and retain Māori in the public sector** – to ensure that it reflects the citizens it serves, can draw on the lived experience



of whānau and is adaptable and capable of responding to future challenges. There is a need to strengthen the capability and capacity of the public service to produce high quality policy advice on whānau and on Māori. The Workforce and Te Taunaki Public Service Census data indicated that in 2021 Māori made up 16.4 percent of the Public Service workforce, and were well represented when compared to the overall Aotearoa New Zealand working-age population (14.5 percent in the year to June 2021). This data also recorded that Māori public servants are affiliated to over 120 different iwi, with most Māori indicating whakapapa to multiple iwi. The Public Service Act 2020 includes provisions that put explicit responsibilities on the Public Service Commissioner, when developing and implementing the public service leadership strategy, to recognise the aims, aspirations and employment requirements of Māori, and the need for greater involvement of Māori in the Public Service. It will be important that the number of senior Māori public servants continues to grow, that senior public servants all effectively understand Māori issues, and that the functions across the public service that Māori are represented in continue to expand.

- > **Invite informed debate among, and advice from, experts outside government** – Academic discourse on Māori frameworks to measure Māori wellbeing, including cultural capital and tribal histories, have existed since the 1980s. It is important to develop and draw from increasing expertise on whānau development and Māori wellbeing in the academic community and to stimulate appropriate debate based on evidence. External views on public service systems are important, including from overseas. Te Puni Kōkiri needs to play a role in facilitating some of this feedback.

- > **Nationally enabling locally led solutions** – Whānau are more likely to respond positively to public service changes if they are engaged in processes that foster their autonomy and self-reliance and build on their existing strong aspirations. There is a need to involve whānau in the design, prototyping and testing process, and to genuinely listen to their feedback. In many instances the variation between whānau cannot be catered for at a national level in public policy, so Te Puni Kōkiri should advocate strongly for locally led and tailored solutions.

Effective policy will only result from better collaboration, and meaningful partnerships between Government and Māori. This was reinforced through our engagement with whānau where the importance and need to work *with Māori*, and *for Māori* was a consistent theme. Relationships which recognise both the complexity and interconnectedness of the challenges and the shift that will be required across the whole of our system to confront these. Delivering improved outcomes for whānau must be driven through a systems-approach, with Māori at a decision-making level, paying consideration and respect to the unique characteristics of the Māori population, as well as recognising the value in core mātauranga principles.



# Insight 3 Adaptability is a Strength

## Adaptability is a strength

As a young population Māori can adjust quickly to changing conditions which is an advantage to whānau

Māori play a prominent role across a broad range of sectors.

Māori economy at the leading edge of technology and innovations.

Innovation and technology supporting Māori wellbeing.

### Māori have been adaptable

There has been a tendency in some settings to consider that ‘being-Māori’ implies a limited outlook, or that seeking to apply a cultural or ‘Te Ao Māori perspective,’ reflects overly traditional aspirations and an entrenched approach to issues. The reality couldn’t be further from the truth. Since voyaging to Aotearoa hapū, iwi, Māori have been continually adjusting and adapting to their surroundings, and the changing World, driven by both necessity and entrepreneurial endeavour.

From the mid-19<sup>th</sup> Century, when Māori extended their traditional gardening practice to become the food producers for a developing Aotearoa-Australasia, to the 21<sup>st</sup> Century where they continue to enjoy a reputation as top commodity exporters, Māori have consistently embraced opportunities within emerging markets and in response to changing times.

After an early concentration in the primary sectors, including agriculture, forestry, and fishing, in recent years there has been an increasing emphasis on rediscovering te reo Māori me ōna tikanga Māori – and the added value that drawing

Māori values and virtues through into new products and services creates, from horticulture to health provision.

These qualities – of adaptability, innovation and acumen, have provided tangible benefits for whānau, hapū Māori across generations and across an assortment of cultural, social, commercial and environmental endeavours. A diversity of jobs, stable incomes and responses to challenges and opportunities taken by Māori in all walks of life, is a further reflection of these enduring qualities. The importance of the contribution of these essential qualities to wellbeing among whānau and Māori, is all too often overlooked – including by whānau and Māori themselves.

The next decade is likely to focus on whānau sustainability. How will whānau increasingly be resilient to changes brought about by global trends? What are the structures and support mechanisms that will work best for whānau to plan their responses to economic and social changes? Where should whānau focus their energies to keep at the forefront of change?



## Context

- > Māori are adaptable. Māori have used technology, innovation, and collateral to adapt to change over time – from voyaging to digital innovation.
- > Māori adaptability, innovation, and acumen benefits whānau, hapū, iwi across in support of cultural, social, commercial, and environmental wellbeing.
- > Māori business and commercial endeavor tends to be focused in areas in which Māori capital resides – land and fisheries in particular – there is room to innovate and lead.
- > Māori entrepreneurialism is reduced by constrained access to capital.
- > Māori participation in the economy has extended significantly in recent decades to include the geothermal, tourism, education and digital services sectors for example, and Māori-led trade delegations are also an increasingly common sight within our international relations.
- > There is a need to ensure all whānau benefit from the Māori economy and ensure they are resilient to unexpected changes.

## Māori Economic Resilience

Māori participation in the economy has extended significantly in recent decades to include or grow in the geothermal, digital, services, food processing, tourism education and health sectors. But for the large part, this has remained concentrated in particular industries, such as forestry and fishing, with all of the attendant risks that over exposure can bring in the face of unexpected adverse events, both internationally as well as within our own borders.

In recent decades, these have ranged from large-sale economic or market events such as trade impositions or the global financial crisis, through to pandemics such as COVID-19, and large natural events – the Christchurch earthquakes and the more recent cyclone Gabrielle being clear examples. Māori enterprise and communities step up with innovative solutions in times of crises.

Māori recover at a much slower rate than non-Māori from the impacts of economic shocks due to lower levels of resilience and the number of whānau that do not have the levels of skills and qualifications to secure their employment when economy changes unexpectedly.

This disproportionate recovery can lead to expanding the systemic disparities that already exist between Māori and non-Māori. In part this is due to lower levels of home-ownership, lower on average household incomes, and lower on average individual levels of skills and qualifications. Investment in whānau to be more resilient to external economic shocks is fundamental to improving Māori adaptability to future-proof whānau and communities against impending disruption likely to be caused by climate change, technological advancements and automation.

Key to this is lifting Māori participation and success in employment. Māori trade training schemes, cadetships and programmes that combine learning with pastoral care have shown to be effective at strengthening pathways for Māori into secure and sustainable employment. There is a need to strengthen the pathway into higher educational attainment including degrees and for the intergenerational transfer of human capital. This will allow for greater diversification of skills and knowledge beyond the primary and construction sectors.

Improvement to whānau incomes over time need to be matched by lifts in access to home





ownership. Improvements in the system to support Māori access to capital will assist with easier routes for whānau to homeownership. At the same time there is a need for more Māori to enter and be successful in business. Māori businesses are more likely to employ other Māori than other Aotearoa New Zealand businesses.

For Māori, the wellbeing impacts of climate change will be several-fold. Not only will their traditional connections and practices related to the environment be further undermined, but their significant representation across most levels of the primary sector will in turn create further challenges for whānau economic and

social resilience. This highlights the need for further diversity in the Māori economy and the importance of investing in the skills and experience required to support that diversity.

Research shows whānau are less resilient to climate change over the next two to three decades. Māori households make up a large amount of the 20 percent of least resilient households to changes in the climate. Poverty, rural locations, connections with the justice system and age structures are all characteristics that influence whānau resilience to climate change impacts.

### What we heard ...

- > Māori are innovators and entrepreneurs. They need to be supported further in existing and new sectors.
- > Technology impacts on how rangatahi engage – with their culture, with one another and their whānau and on how they access knowledge and information.
- > There are future technology-based opportunities (and risks) – and the potential for tikanga and mātauranga Māori to be further valued, recognised and embedded.
- > Innovation, technology, and entrepreneurialism will support whānau, hapū, iwi Māori to lead social, cultural, economic, and environmental wellbeing.

## Innovative and Entrepreneurial Whānau

We recognise that adapting and innovating involves a journey of momentum and continuous improvement, not only for the individuals concerned but also by and within the sectors and contexts in which they operate.

Such momentum requires consistent encouragement and regeneration, and a readiness and the agility to reassess and reposition for new realities and opportunities. For many whānau and Māori, this additional dimension can be out of reach, or involve challenges and trade-offs that all too often they may not be in a position to overcome.

We know, however, that Māori will always continue to be innovators and entrepreneurs – and, like so many New Zealanders, have increasingly become users of new and emerging technologies.

Embracing adaptability as a strength means placing a strong emphasis on innovation, technology and connections to support whānau, iwi through the development pipeline, starting with a more deliberate approach to education pathways for rangatahi – exposing them to new education opportunities that stretches their abilities and confronts them with opportunities to grow Māori – Aotearoa business and wellbeing endeavours. This might be a firmer focus on science and mātauranga Māori education, as well as vocational opportunities and even potentially, offshore

learning. Ensuring that our rangatahi of today have the opportunity to effectively participate in and take advantage of the burgeoning digital economy, technology and science sectors, will have a transformative effect on the wellbeing experiences of whānau and Māori into the future.

Part of adapting for the future is about breaking silos that see Māori business and wellbeing endeavours concentrated in particular industries or sub-sectors. It will mean aiming high, challenging the status quo and a shift at all levels from (for example) being health service providers to becoming hospital providers; from lessors to forestry companies to diversified land developers; from low university admissions for science subjects, to a strong Māori cohort that has the capability and confidence to strike out on their own journeys.

Part of the adaptability journey is about connecting whānau, hapū, iwi, Māori to opportunities, both in Aotearoa New Zealand and offshore. It means supporting Māori to gear-up opportunities to take to market, closer involvement in international trade delegations, clearer connections between hapū/iwi and the private sector here in Aotearoa New Zealand. These are the opportunities to present a “Māori story” – to apply Te Ao Māori concepts and values to new audiences and in new ways – for Māori to share, celebrate and appropriately benefit from te reo me ngā tikanga Māori.

### What are the risks?

- > Moving towards 2040, the pace and the impact of technological developments will increase, transforming and potentially improving human experiences and capabilities.
- > Economic and other global shocks will continue to create disproportionate challenges whānau and the Māori economy with the next global economic shock – anticipated to take place before 2030, expected to further set back the momentum and economic growth they have fought to build in the preceding decades.
- > If whānau, hapū, iwi Māori are not supported to adapt and apply innovation and technology to old and emerging issues there is a risk that wellbeing will languish with isolated examples of innovation and entrepreneurial endeavor insufficient to support whānau, hapū Iwi Māori development.
- > If we don't focus on the circumstances of the least resilient, we run the risk of bifurcating the Māori population into those that have sufficient resources to be resilient to change and those that do not with greater differences between an average of individual Māori than between Māori and non-Māori.



The pace of change has increased significantly in recent decades, forcing many industries and sectors to be more agile and innovative. Economic shocks are likely to arrive more regularly and be more indiscriminate – fuelled by international events and climate change. These events will place disproportionate challenges for whānau and the Māori economy. World over, indigenous groups will need to work harder to position themselves for development.

Unless whānau, hapū, iwi, Māori are positioned to exploit opportunities and front foot change they will at best tread water. It is more likely that wellbeing will languish, with many examples of isolated innovation and entrepreneurial endeavour, but collectively insufficient to support whānau, hapū, iwi development into the future.

## What we need to do

Te Puni Kōkiri will need to focus its efforts in public policy work to create greater resilience amongst whānau going into the future.

This may include providing advice on using incentives, subsidies, tax levers to support new and emerging Māori enterprise and entrepreneurialism. It may also need to consider further the policy settings governing key Te Ao Māori assets, including whenua to improve the ability to finance whānau ventures. Te Puni Kōkiri should within its public policy work programme provide for:

- > **Information, data, research and evidence that encourages greater focus on building resilience amongst all whānau** – sharing more information about what sustains and enables whānau to be resilient in the face of change will be important if there is greater attention given across the public service to early intervention and primary prevention activities. Supporting whānau to be self-managing and to have access to the requisite resources to lead their own development should be a feature of Te Puni Kōkiri public policy advice.
- > **Stronger value on innovation and technology in our response to supporting cultural, social, economic and environmental wellbeing** – with a greater focus on Māori-

led solutions to long-standing challenges we need to build in expectations around the use of technology. Our use of prototyping approaches to test innovation needs to be strengthened to ensure the results from a pilot means a decision to deliver at scale or to be disestablished. Adopting a “fast fail” approach will require a change in the tolerance for government programmes to not be successful every time. Te Puni Kōkiri may need to adjust its investment settings to be clearer around what funding is designated to innovation.

- > **Greater emphasis on diversifying traditional Māori economies** – more diversified, greater emphasis on value-added production, greater ability to weather future shocks. Te Puni Kōkiri should develop public policy options that incentivise diversification. This will require addressing issues that act as a system level barrier to Māori accessing capital. For a shift in the Māori economy there will need to be the ability to invest in Māori entrepreneurialism and for a system of business growth and enterprise support wrapped around it.
- > **New partnerships, approaches and investment in growing, retaining and applying Te Ao Māori concepts and approaches through education and training** – taking whānau-centred based approaches to building the workforce of the future may require shifts to the provision of education and training. Utilising strong pastoral care arrangements and improving engagement with learners will be fundamental to ensuring Māori potential is realised.

Without directly involving Māori in leading the design, development, and ultimately the delivery of policies focused on enhancing their own wellbeing, the government’s investment, no matter how well intentioned will fall short. Increasingly Māori entrepreneurs are working with agencies to provide for smart, innovative and ultimately cost-effective solutions to long-standing challenges. Te Puni Kōkiri needs to facilitate greater involvement of whānau in enterprise activities and for pathways for Māori business up the value chain to become more sustainable.



# Conclusions

The growth in the Māori population through to 2040 provides an opportunity to highlight the increased contribution from whānau to the overall economy, society and identity of Aotearoa New Zealand. There are high expectations for the future held by whānau and they exceed what data-based predictions suggest.

Shifts in the public service systems are necessary to enable whānau to thrive by 2040. There are expectations that the products of such a shift need to be available now, not in two decades and they need to be responsive to whānau.

Providing for more whānau-centred approaches to the delivery of core citizenship supports, will require longer-term investment planning, better information to support stewardship and the involvement of Māori leadership. It will mean enabling locally led design and delivery of key services, including through partnership activities. Māori leadership will need time to evolve the institutions and organisations that can strategically draw on Te Ao Māori.

How whānau achieve greater resilience to some of the changes that come with being part of a global economy and society will be fundamental to success. The impact of climate change and frequent global economic shocks means it is important that all whānau have the necessary characteristics to thrive – education, employment, home-ownership, quality participation in Te Ao Māori, and equitable health and wellbeing.

Thriving whānau will be those that can adapt to changing conditions. Drawing strength from our past to build an Aotearoa New Zealand where whānau can all stand, thrive, and belong will require a determined focus on delivering actions in those areas that make the most difference for whānau.

Government cannot do it alone. It will require high quality partnerships with others, including iwi and hapū, to meet the high level of expectations from Māori that came through our engagement work. Te Puni Kōkiri has an important role to bring much of this discussion into its public policy work programme.

Māori public policy may need to better articulate the value of Te Taiao, te reo Māori, and mātauranga Māori and achieve the best balance between protection and utilisation of Te Ao Māori assets. Harnessing the strategic advantage to Aotearoa New Zealand of Te Ao Māori could unlock the resources needed by whānau to thrive over the next two generations.







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